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CMS outreach overview

The CMS experiment is one of the largest international scientific collaborations in history, involving more than 6000 particle physicists, engineers, technicians, students and support staff from 250+ institutes in 55+ countries. The physics program and technical achievements of CMS are of great interest to a wide range of stakeholders, ranging from the general public, other scientists, journalists to politicians. We summarise the ongoing activities within the framework of Communications/Outreach, including: Visits (in-person and virtual); Web-based articles covering physics analysis, operations and upgrades; Exhibitions; Social Media (stories, blogs, photos, videos) and the use of technologies such as Virtual Reality. We also overview Educational activities such as Masterclasses and detailed analysis using Open Data.

Secondary track

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Session Classification: T14

Track Classification: T14 - Outreach, Education and EDI